

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: *(Insert your organization's spokesperson, agency name, and telephone number)*

Join Washington Council for Prevention of Child Abuse and Neglect and others across the state in promoting the use of the blue ribbon to show public support for Child Abuse Prevention Month in April.

The Blue Ribbon Campaign is gaining momentum both here in Washington and nationally. It is one way that everyone in our community can play a role in child abuse prevention. Wearing a ribbon is a reminder to think about the problem of child abuse. Others wear a ribbon as a demonstration of concern and their commitment to finding solutions.

The ribbon was first used by a grandmother in Virginia to commemorate the death of the grandchild she loved and was unable to protect from abusive parents. The ribbon was a solution to galvanize local action to safeguard children. The idea spread to become a national symbol during April. Blue, the color of hope, is used in hope that we stop all child maltreatment.

Citizens and parents concerned about the problem of child abuse and neglect are challenged to display a blue ribbon in every business, every church and synagogue, every school, every hospital and every home ... everywhere the eye can see. Thousands in Washington and across the nation are responding to the challenge each year in April.

Each year more children are at risk of being abused; 2002 was no exception, when Child Protective Services received 79,000 referrals for abuse and neglect here in Washington.

If you suspect a child is being neglected or abused, dial the Department of Social and Health Services (DSHS) toll free **1-866-ENDHARM. Your actions may save a life.**

(Insert your organization's name here with information about the services it offers.)

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